



LibraryNow Mobile App

Renew Your Subscription in the WA
Libraries App Today!

Megan Vizzini, Director of Accounts & Business Development
Bryan Murray, Director of Account Management

Agenda

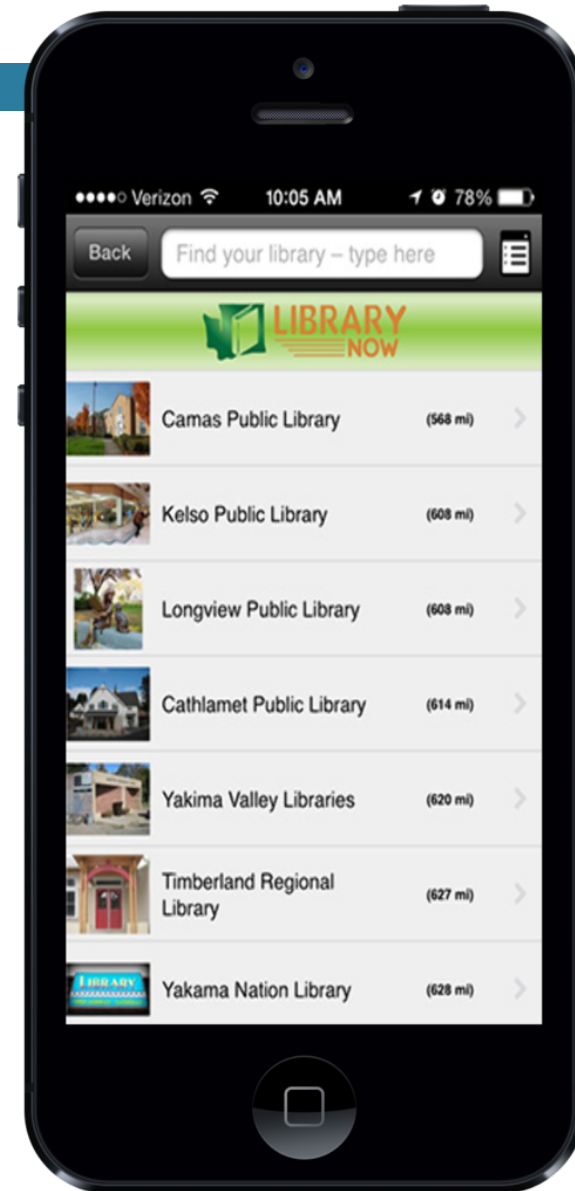


1. Overview of LibraryNow App
2. App Usage Statistics
3. WA Patrons Survey Results
4. Successful Marketing of App
5. Contact Boopsie to Keep Library in App!

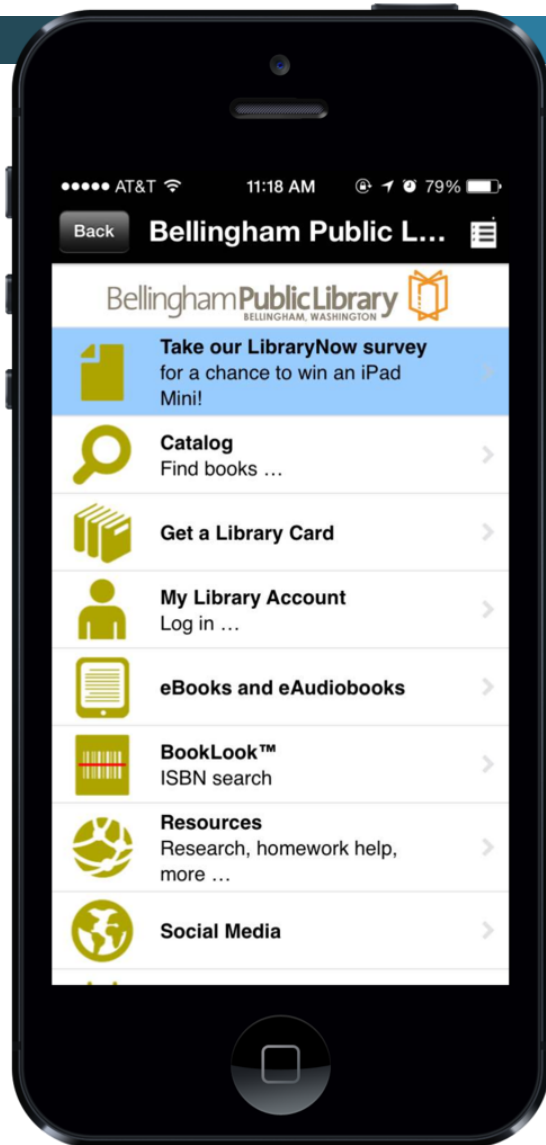


What is the LibraryNow App?

- Connects WA patrons to their local library with geolocation functionality
- Access to all of the great resources your library offers
- ~40 WA libraries listed in app, with their own “app within app”



LibraryNow App Features



Individual Library Listing Includes:

- GPS Locator & Branch Locations
- Catalog Smart Prefix Search
- Digital Content Subscriptions
- BookLook Mobile
- Calendar
- Social Media
- Access to Patron Account
- Virtual Library Card
- Additional Resources

Boopsie Integrations- Available or on Horizon



Project Funding & Goals

- Paul G. Allen Foundation & Library Services and Technology Act
- Funding/WA covered implementation and Year 1
- Libraries responsible for Year 2 and beyond at deeply discounted rate
- LibraryNow App has been huge success- let's

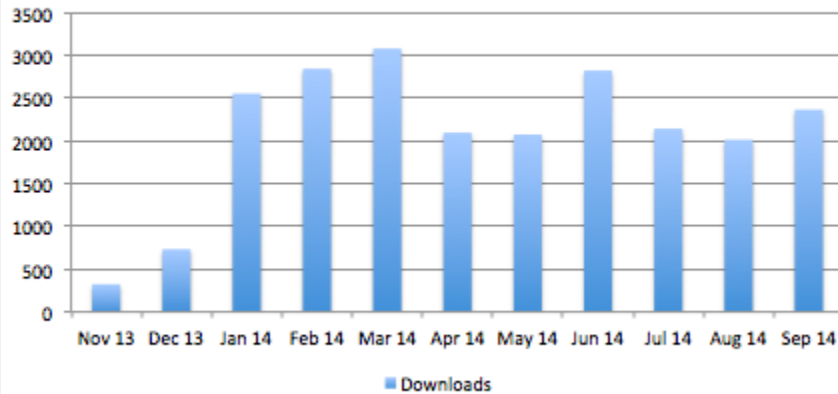
Who is this Boopsie Company?



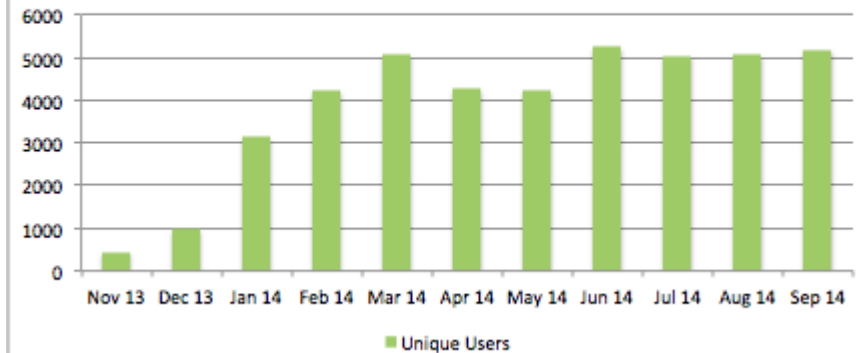
- Industry leader in providing mobile apps for libraries, including statewide systems
- Partnering with content providers to provide user-rich experience
- 97% customer retention rate
- HQ in Silicon Valley
- Completely host and maintain app
- Ongoing customer training webinars

LibraryNow App Usage Statistics

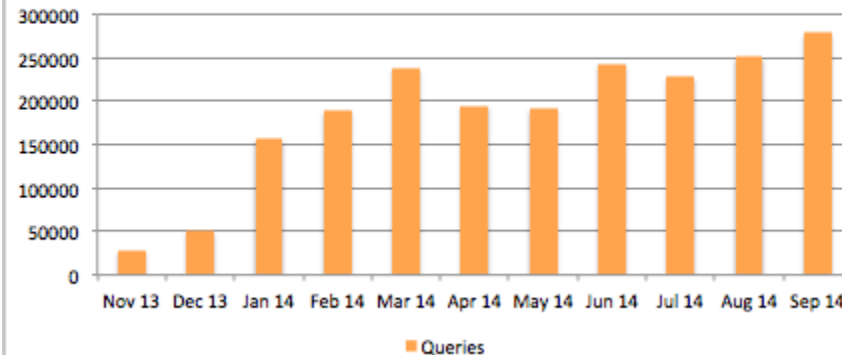
Downloads of the WA Library Now App



Monthly Unique Users of the WA Library Now App



Monthly Queries Made on the WA Library Now App



Insights from Statistics

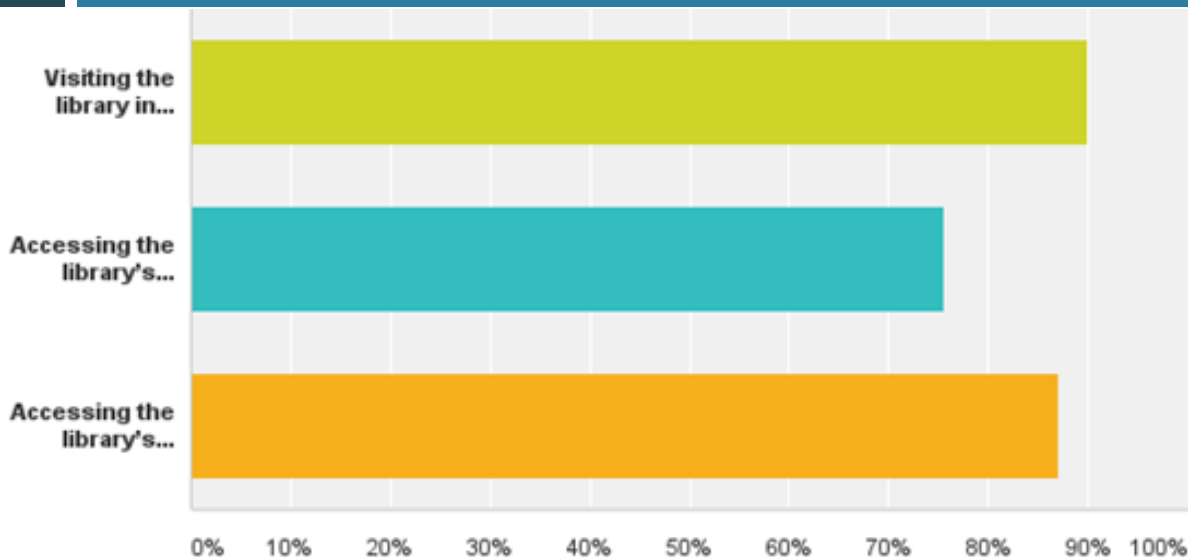
From November 2013 to September 2014:

- The number of monthly downloads has increased by **732%**.
- The number of monthly unique users has increased by **1,157%**.
- The number of monthly queries has increased by **980%**

WA LibraryNow Survey Overview

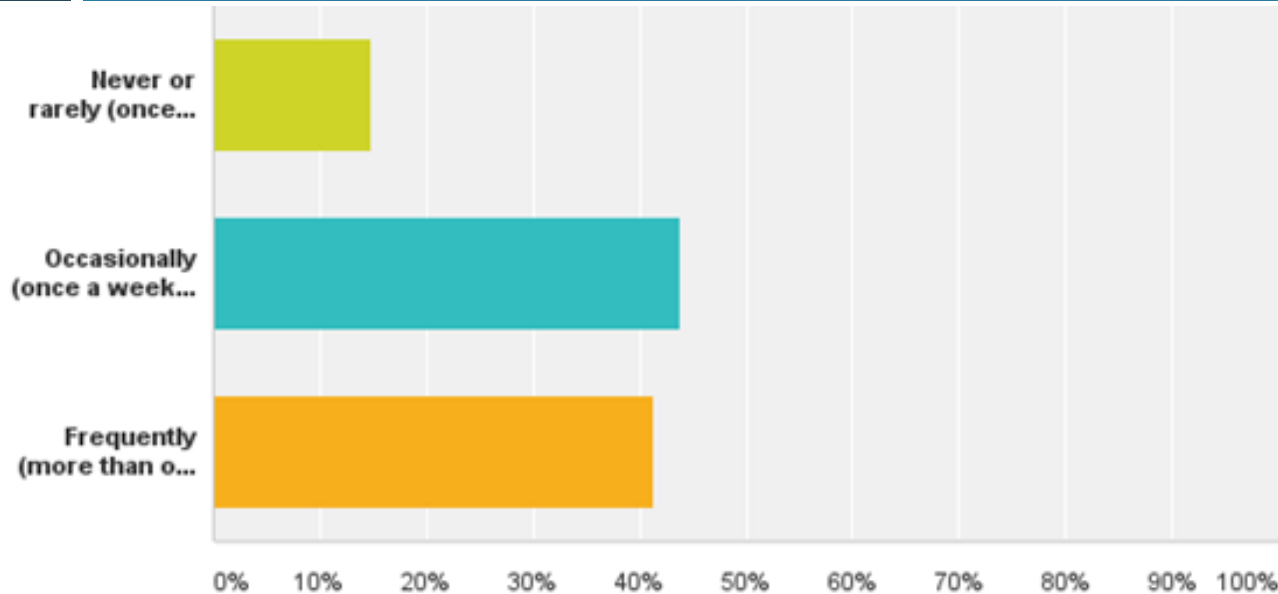
- Patron survey added to mobile app 9/8/2014
- Top channel in each library app
- 885 total responses!
- 6 questions including age/sex
- Drawing for a free iPad mini

Survey: Check off the way you use Library Services



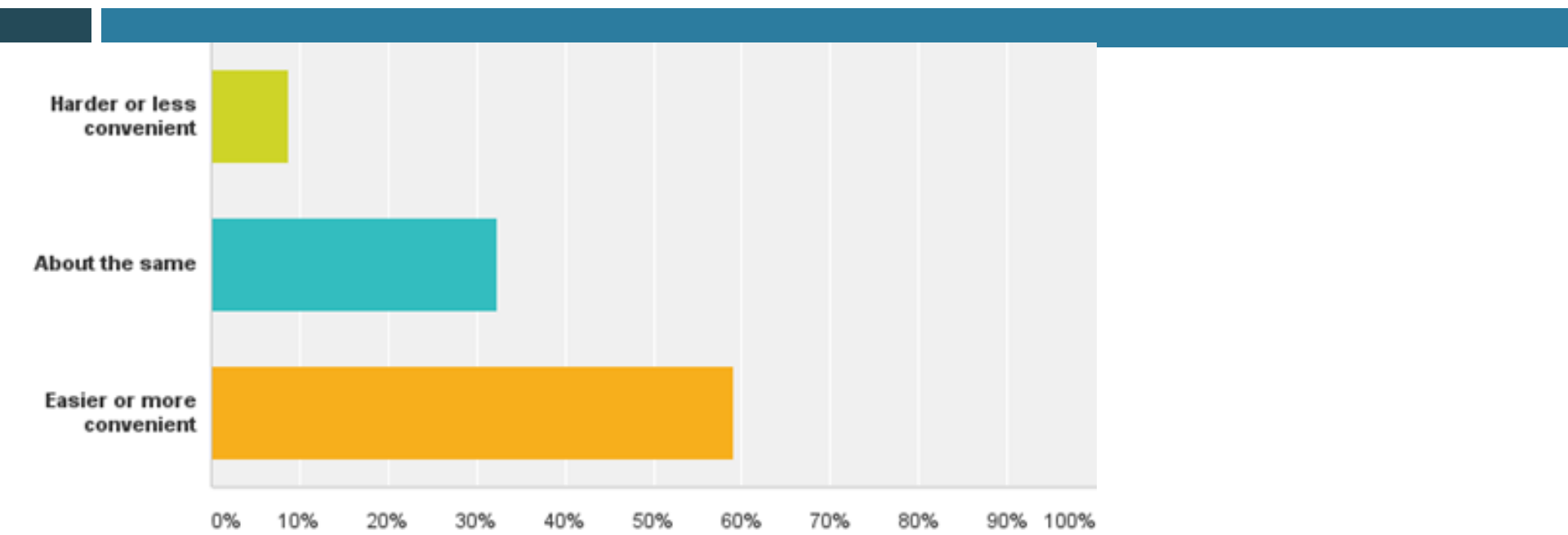
Answer Choices	Responses
Visiting the library in person	89.94% 796
Accessing the library's online services through a browser (Internet Explorer, Firefox, Chrome, Safari, etc.)	75.48% 668
Accessing the library's online services through this LibraryNow app	87.01% 770
Total Respondents: 885	

Survey: How do you use the LibraryNow app to access library information or services?



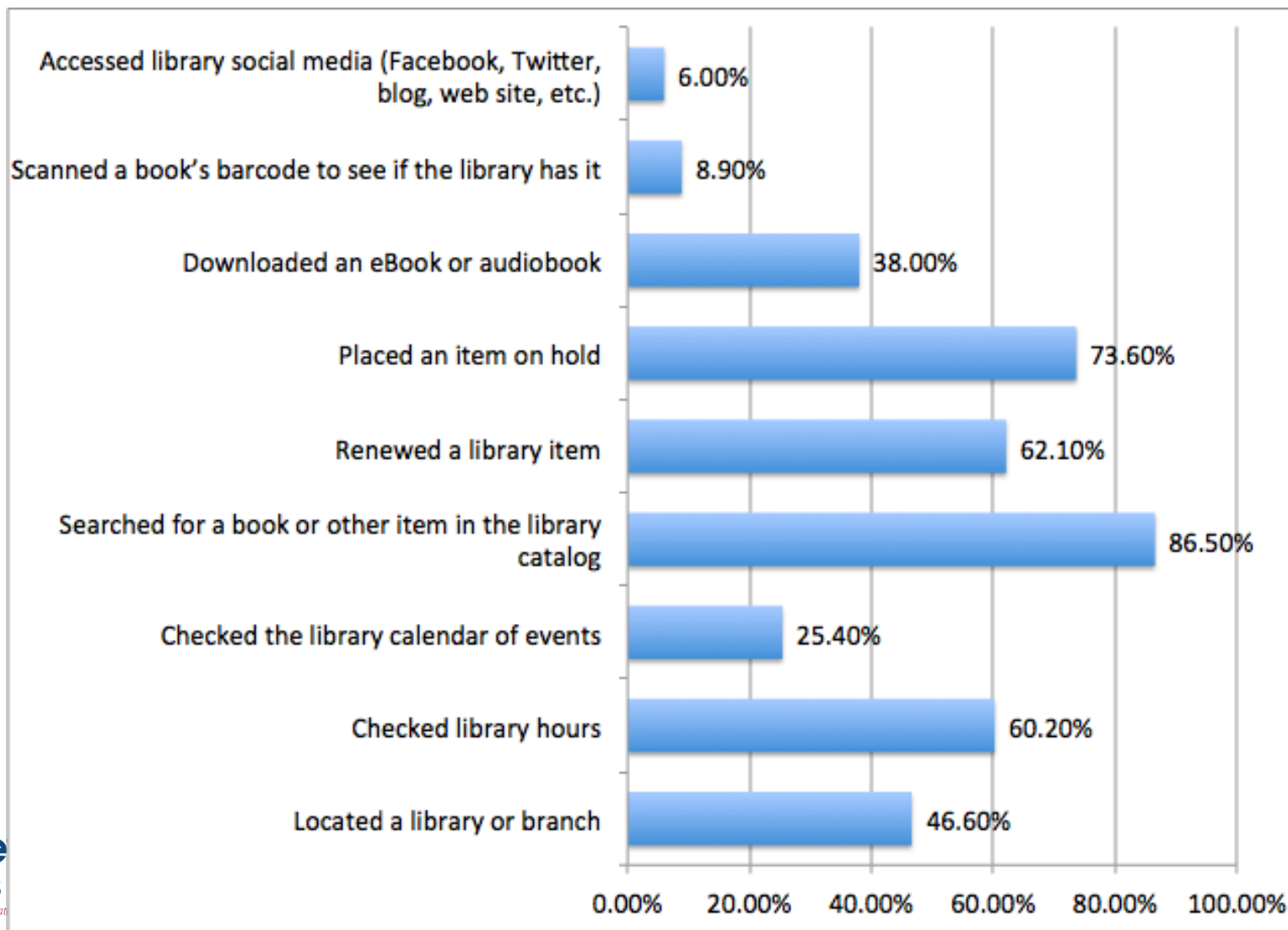
Answer Choices	Responses	
Never or rarely (once a month or less)	14.92%	132
Occasionally (once a week or less)	43.84%	388
Frequently (more than once a week)	41.24%	365
Total		885

Survey: In your experience, as compared to other methods of accessing library services, using the LibraryNow app is:



Answer Choices	Responses	
Harder or less convenient	8.70%	77
About the same	32.32%	286
Easier or more convenient	58.98%	522
Total		885

Survey: Activities Completed through LibraryNow App



Surprising & Exciting Results from WA Survey!

- A Boopsie App is an extension of your library!
- Most patrons access the app more than 1x/week
- Great way to engage infrequent patrons in addition to acquire new patrons
- Majority of users find the app easier to use than other library service tools

WA State Marketing Services

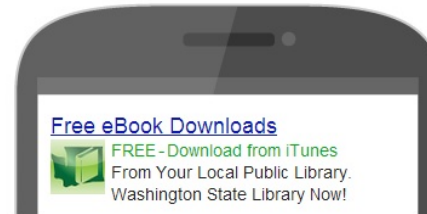
- Implemented marketing services through Boopsie in January 2014
- Empowers libraries to acquire new app users & patrons
- What are we doing?
 1. Facebook Campaign
 2. Google Display Banners
 3. Google AdWords
 4. SEO

Examples of Custom Banners Created for LibraryNow Marketing Program

Custom Google Banners



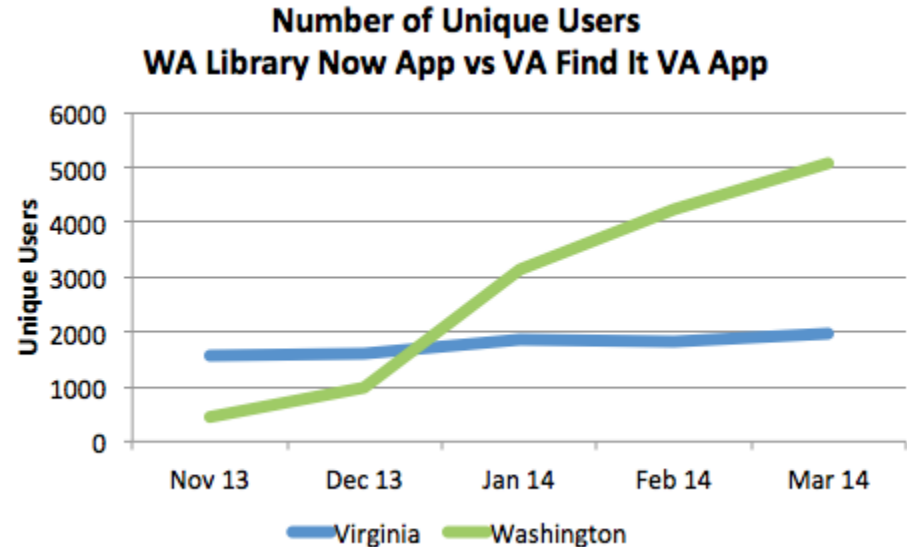
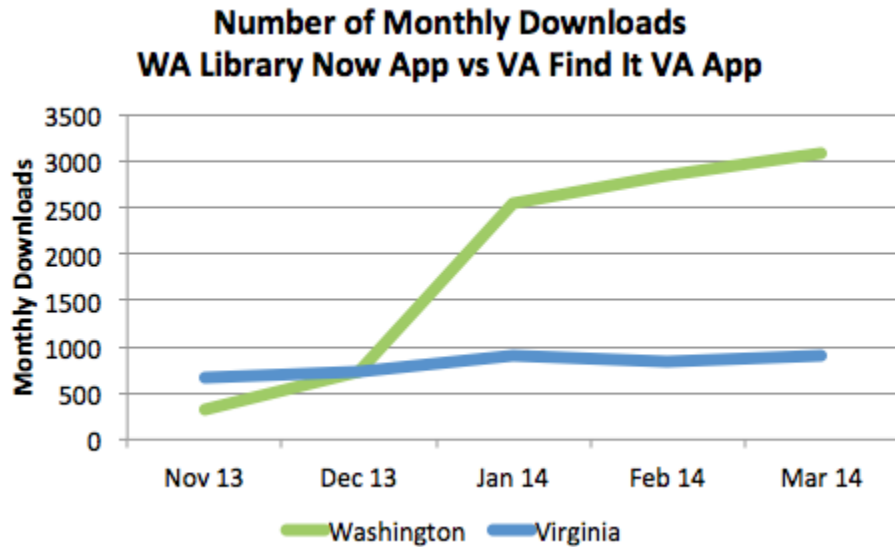
Google AdWords Banner



Custom Facebook Banners



Effectiveness of Marketing Campaign: Washington vs. Virginia



- WA Library Now App- utilizes Boopsie's marketing services
- Find it VA App- no marketing services

Benefits of Renewing with Boopsie!

- Any WA library renewing before Dec. 31 gets a free integration of their choice (OneClickdigital, Zinio, EBSCOhost, ProQuest, Axis 360, etc.)
- Allows your library to stay relevant and connect with patrons on their mobile devices
- 130% dedicated to our library customers
- Customer-driven partnerships and platform development
- Fully embedded reader for digital comics & graphic available!

Recorded Books & Boopsie Partnership



- Recorded Books is a Boopsie reseller
- Bryan Messersmith, RB National Account Manager, also available to help!
 - bmessersmith@recordedbooks.com



Contact Boopsie to Stay Listed in App!

1. **Sign** Intent to Renew Form and email to Bryan Murray, bryan@boopsie.com
2. As soon as you send form in, we will add **new integration** at no additional cost!
3. Contact Bryan with any questions!



What's your mobile strategy?

QUESTIONS?

Thank you for being a part of the Boopsie family!

Bryan Murray

Director of Account Management

bryan@boopsie.com

Megan Vizzini

Director of Accounts & Business Development

megan@boopsie.com